

Carpet: Your fashion investment

Carpet is an extraordinary flooring solution that can help bring your personal decorating style to life.

When shopping, you'll find an array of colours, textures and styles—in fact, sometimes it may seem a bit overwhelming. That's why today's interior designers encourage us to think of carpet as a fashion investment.

The most exciting home decorating trends are focusing on the floor, more than ever before. Textured floors are becoming a key focal point in interior design. Texture fools the eye into seeing more space than what really exists. "Innovations in yarn and manufacturing technology offer the very latest in contemporary carpet pattern, texture and color, with optimum performance," says Leslie Beaumont, Director of Marketing with Beaulieu Canada, Canada's largest

carpet manufacturer. Today's carpet is inspired by nature, but crafted by man for unique new looks and the long wear and easy care required by today's busy lifestyle. Look for rich multi-level textures in floral and old world European designs, to rustic sisal-look ribs, to soft geometrics.

When deciding on colour, consider the overall feeling you wish to create within the room. Colour is one of the most important decorating elements for any room, especially the floor because it forms the biggest single uninterrupted block of colour and design. Different colour schemes have the ability to evoke a mood and make a space calming or invigorating, dramatic or subtle, warm or cool.

Visit www.yourhomestyle.ca for more information on carpet, color, and home design tips.

—News Canada

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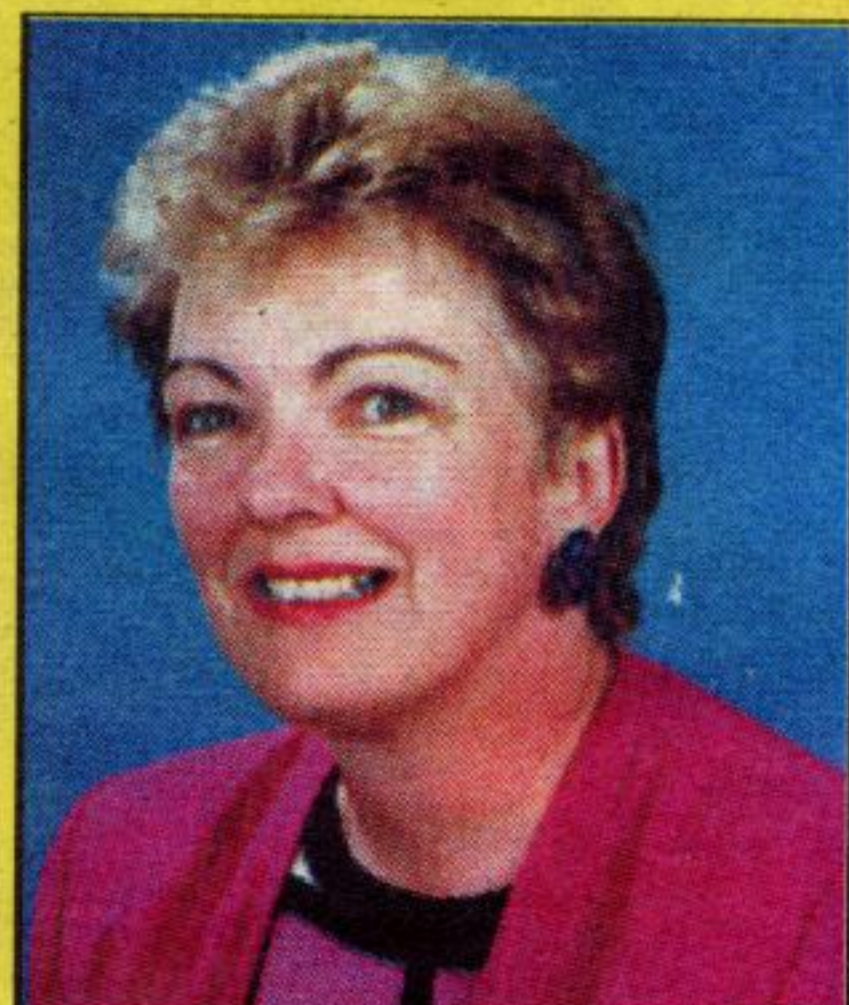
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